

# Branding guidelines for Dropbox partners

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These guidelines are intended to help Dropbox partners understand how to use the Dropbox name and logo in marketing Dropbox Business. You may use the Dropbox name and logo as long as you follow the Dropbox branding guidelines on our website ([dropbox.com/branding](https://dropbox.com/branding)) and these guidelines.

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## Marketing your relationship with Dropbox

- Be clear about your relationship with Dropbox
- Do not represent that you work for Dropbox, and do not make any representations or guarantees on behalf of Dropbox
- To reference your association with Dropbox, use badges provided by Dropbox (without modifying them) instead of a standalone Dropbox logo

## Marketing Dropbox Business

- Follow the [Dropbox branding guidelines](https://dropbox.com/branding) on our website ([dropbox.com/branding](https://dropbox.com/branding))
- Use Dropbox branding sparingly and make your brand more prominent than Dropbox on website(s) and marketing material
- Describe Dropbox Business with messaging that aligns with the [Dropbox Business website](https://dropbox.com/business) ([dropbox.com/business](https://dropbox.com/business)).

*Example: Dropbox Business is the secure file sharing and storage solution that employees love and IT admins trust.*

- Use provided press kits for press releases
- Issue special requests, such as large-scale marketing, print, and broadcast, for approval by writing to [brand@dropbox.com](mailto:brand@dropbox.com)

## Domains and social media

- Do not register, purchase, or use any domain names that include “Dropbox”, variations that look or sound similar to “Dropbox”, or any Dropbox trademark
- Do not use handles or avatars that include “Dropbox”, variations that look or sound similar to “Dropbox”, or any Dropbox trademark
- Do not create any social media presence that appears to be created, maintained, or endorsed by Dropbox